

WHAT IS CLAIMED IS:

1 1. A method for receiving digital information
2 comprising:
3 distributing multicast header information
4 representing multicast services available to end user units;
5 thereupon .
6 selecting at each end user unit only one or more of
7 the multicast services to be delivered; and thereupon
8 establishing a dynamic switched virtual circuit
9 between the end user unit and a central office via a dedicated
10 DSL circuit for supplying said selected one or more of the
11 multicast services.

1 2. The method according to claim 1 further
2 including the step of suppressing said multicast header
3 information upon establishing said switched virtual circuit.

1 3. The method according to claim 1 further
2 comprising the step of verifying that the end user unit is
3 authorized for the multicast service to be delivered in the
4 selecting step.

1 4. The method according to claim 1 further
2 comprising the steps of:
3 prompting at said end user unit for a plurality of
4 filtering parameters; and
5 filtering said digital information according to said
6 plurality of filtering parameters.

1 5. The method according to claim 1 further
2 comprising the steps of:
3 prompting at said end user unit for one or more
4 values for a plurality of customizable settings; and
5 applying said values to said plurality of
6 customizable settings.

1 6. A method for receiving digital information from
2 a plurality of content providers comprising:
3 distributing information representing programming
4 services available to a plurality of end user units; thereupon
5 selecting at each end user unit only one or more of
6 the programming services to be delivered; and thereupon
7 establishing a dynamic switched virtual circuit
8 between the end user unit and a central office via a dedicated
9 DSL circuit for supplying said selected one or more of the
10 programming services.

1 7. The method of claim 6 wherein said distributing
2 step further comprises IP multicasting.

1 8. The method of claim 6 wherein said information
2 comprises program identification information; source address
3 information; and a program description.

1 9. The method of claim 8 wherein said information
2 further comprises a segment of program content.

1 10. The method of claim 6 wherein said plurality of
2 content providers provide programming content by multicast,
3 and are associated with a multicast group.

1 11. The method of claim 10 wherein said supplying
2 said selected one or more of the programming services further
3 comprises:

4 sending an IGMP join request from said end user unit
5 to said central office in order to join said multicast group
6 of a particular content provider of said plurality of content
7 providers; and

8 receiving from said particular content provider
9 multicast programming content.

1 12. The method of claim 6 wherein said plurality of
2 content providers provide programming content by unicast, and
3 are associated with a unique uniform resource locator (URL).

1 13. The method of claim 12 wherein said supplying
2 said selected one or more of the programming services further
3 comprises:

4 sending an HTTP GET request from said end user unit
5 to said central office in order to obtain programming content
6 from a particular content provider of said plurality of
7 content providers; and

8 receiving from said particular content provider
9 unicast programming content.

1 14. The method according to claim 6 further
2 comprising the step of verifying that the end user unit is
3 authorized for the program service to be delivered in the
4 selecting step.

1 15. The method according to claim 6 further
2 comprising the step of verifying that the only one or more of
3 the programming services to be delivered in the selecting step
4 is contained in said programming services available in the
5 distributing information step; and

6 if not so contained, generating a security exception.

1 16. The method according to claim 6 further
2 comprising the steps of:

3 prompting at said end user unit for a plurality of
4 filtering parameters; and

5 filtering said digital information according to said
6 plurality of filtering parameters.

1 17. The method according to claim 6 further
2 comprising the steps of:

3 prompting at said end user unit for one or more
4 values for a plurality of customizable settings; and

5 applying said values to said plurality of
6 customizable settings.

1 18. A system for distributing digital information
2 comprising:

3 a plurality of content providers, distributing
4 information representing available programming services;

5 a central channel server for receiving said
6 information representing available programming services;

7 a plurality of end user subscribers, interactively
8 receiving from said central channel server said information
9 representing programming services available, selecting only
10 one or more of the programming services to be delivered, and
11 thereupon become connected via dynamic switched virtual
12 circuits established between said end user units and a central
13 office via a dedicated DSL circuit for supplying said selected
14 one or more of the programming services.

1 19. A computer program product comprising:

2 code for transmitting requests for program
3 announcement information to a server;

4 code for receiving programming announcement
5 information;

6 code for transmitting a selection of programming
7 from the user to the server;

8 code for establishing a session for receiving
9 programming content from a content provider;

10 and a computer readable storage medium for storing
11 the codes.

1 20. The computer program product of claim 19
2 wherein said code for establishing a session further comprises
3 code for joining an IP multicast group.

1 21. The computer program product of claim 19
2 wherein said code for establishing a session further comprises
3 code for retrieving program content from a source by TCP
4 connection.

1 22. The computer program product of claim 19
2 further comprising code for verifying that the selection of

3 programming from the user was contained in the program
4 announcement information.

1 23. The computer program product of claim 19
2 further comprising code for allowing user to customize
3 setting.

1 24.. The computer program product of claim 19
2 further comprising code for allowing user to filter unwanted
3 content.